



Contacts
Christmas 1948

Greetings And All That...

*To the Editors of our Sister Publications
from the Bay of Fundy to the Rockies:*



Bryan Wayne Beavis ushers in the New Year. Appropriately, Bryan will be two on December 31. Daddy is Mr. Alf Beavis (lingerie).

Flash - - - - - Toronto
C.D.S. Gossiper - Toronto
Entre-Nous - - - - Montreal
Chinook Winds - - Calgary
The Edmontonian - - - -
Edmonton
Mari-News - - - - Moncton
The Bi-Weekly - Hamilton
Eckoes - - - - - Hamilton
Prairie Breezes - - - - -
Saskatoon Moose Jaw
Regina Prince Albert



Here at Contacts, in the Gateway City, we send you the age-old wish: **A Very Merry Christmas! And may the New Year Be the Brightest and Best You've Ever Had!**

THE T. EATON CO. LIMITED
WINNIPEG CANADA

Merry Christmas

"I WISH there were some new ways to say Merry Christmas."

Twice today I have overheard that remark. And each time I have said reverently to myself:

"Thank God, there isn't."

The spirit of Christmas is as simple as the heart of a child. . . .

It is as elemental as the sun and the wind and the rain, as the stars that glowed on Galilee one holy night and now shed their same steady light on an older and perhaps a wiser world.

No, there is no new way of saying Merry Christmas. Nor would we want one.

The tree you will deck is the same as all the trees of its kind that have stood on all the hills since the world was young.

The joy in a child's eyes on Christmas morning is the joy that has filled the eyes of children since Christmas became an annual institution.

Back of the gifts and the gaiety is an immemorial spirit of good will to men.

Christmas is still Christmas. In a world awry with changes let us give thanks for one precious permanency!

—Merle Crowell



We're Thinking Of You!

To you, our fellow Eatonians who are ill in hospital or at home, we send a warm wish at Christmas:

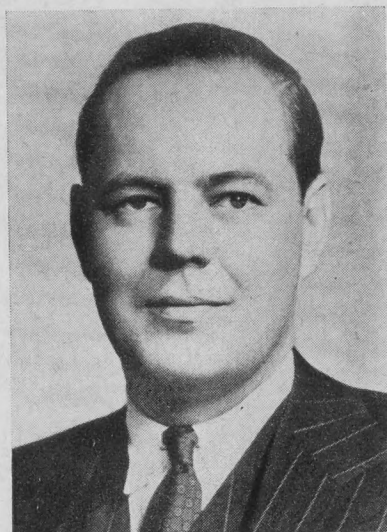
**We're All Thinking of You — and
May the New Year Bring You Renewed Health and Happiness!**

★
A

★
Message

From

Our President



The Directors join with me in expressing warmest thanks for your cheerful and loyal support during 1948, and in wishing you, and all your loved ones, a very Merry Christmas and a New Year filled with happiness.

John D. Caton

President

Mr. R. S. McCordick's Christmas Message
to the Staff . . . 1948



As we stand on the threshold of the Christmas holidays, I thank each one of you most sincerely for the splendid part you played during the extremely busy weeks of gift shopping.

With every department tested to its utmost, you rose to the occasion and carried on quickly, cheerfully, accurately.

We are fortunate indeed in having such a loyal, well-trained organization working together as one individual in giving this fine service to our customers.

And now to each and all of you and to your families—

A VERY MERRY CHRISTMAS!

R. S. McCordick



Top Row—Club members caught by the camera as they emerged from a tour of Eaton's mail order. The boys gallantly kept in the background to give the gals the spotlight.

Centre Row—Left: Demonstration of beef cutting by Mr. W. Hodgson, supervisor, meats. Right: Glimpse of members at luncheon.

Lower Row—Head table, left to right: Mr. W. L. Palk, assistant superintendent; Miss Doris Baskerville, supervisor, Girls' Clubs; Mr. R. M. Pinfold, assistant general manager; Mr. J. H. Evans, deputy minister of agriculture; Mr. Gordon Muirhead, chairman; Mr. D. C. Foster, poultry specialist; Mr. A. H. Young, mail order superintendent; and Mr. W. S. Frazer, assistant director, Extension Service.

YOUTHFUL AGRICULTURISTS ON TOUR

100 Representatives of Manitoba's 500 Boys' and Girls' Farm Clubs
Are Guests of Eaton's During Three-Day Visit

"You see before you a good cross-section of the youth of this province," said Mr. W. S. Frazer, assistant director, Extension Service, Department of Agriculture, during a luncheon tendered by the Company in the assembly hall on November 30 to over a hundred boys and girls. Selected to represent rural Manitoba's 500 Junior Clubs, the young people were on a visit to Winnipeg sponsored by the Extension Service and The T. Eaton Company.

"They have come from Mafeking in Northern Manitoba to Waskada in the south; from St. Pierre in the east to Morden," added Mr. Frazer, who paid a warm tribute to Eaton's for providing an opportunity for the club members to spend a week in the city.

Chairman Gordon Muirhead welcomed the boys and girls and introduced the following honored guests: Mr. J. H.

Evans, Deputy Minister, Manitoba Department of Agriculture; Mr. W. S. Frazer, Assistant Director, Extension Service; Mr. D. C. Foster, Poultry Specialist, Extension Service; Miss Doris Baskerville, Supervisor, Girls' Clubs, Extension Service; Miss Frances McKay, Director, Women's Work, Extension Service; Miss Lila MacDonald, Extension Service; Miss Geraldine Milner, Extension Service; Mr. Bert Martin, Provincial Apiarist, Manitoba Department of Agriculture; Mr. John DePape, in charge of Boys' Group for Extension Service; Miss Helen Arthur, Head Stenographer, Extension Service.

Mr. Muirhead spoke of the fine work being done by club members and the trophies brought home by Manitobans from the Royal Winter Fair at Toronto.

Tribute to Timothy Eaton

Mr. J. H. Evans, Deputy Minister of Agriculture, in a moving address, declared that one of his most memorable experiences in over 30 years with the department was the co-operation of The T. Eaton Company and its interest in

(Continued on Page Seven)



Top Row—Left: Eaton trophy is presented to assistant captain Don Lucyk (right) by Mr. F. N. Cowley. Centre: Roy Firth leads the sing-song accompanied by Tom Laidlaw. Right: Ed Bortnak thanks The T. Eaton Company. Centre Row—A few of the "vanqueteers." Lower Row—Left: More rugby stalwarts. Centre: Captain Bortnak (left) presented with Kennedy trophy by its donor, Mr. W. A. Kennedy. Right: A bit of "Mexicana."

Rah—DANIEL!

Complimentary Banquet Honoring Daniel McIntyre Collegiate Rugby Squad—Championship Trophies Presented

Stars of the grid-iron breezed into the Eaton grill room with their refreshing youth and engaging banter when on Tuesday evening, November 30, a complimentary banquet was tendered by the Company to Daniel McIntyre Collegiate rugby squad, winners of inter-high school rugby championship and Provincial championship.

Mr. W. L. Palk, assistant superintendent, presided. With him at the head table were: Dr. J. C. Pincock, Father C. C. Ryan, Mr. W. A. Kennedy, Mr. Peter Taraska, Mr. O. V. Jewitt, Mr. W. G. Oliver, Mr. Robert Jarman, Mr. Charles Barbour, Mr. R. J. Fry, Mr. F. N. Cowley.

Introducing the honor guests, Mr. Palk also welcomed the rugby stalwarts from Daniel "Mac," St. Paul's and Gordon Bell with friendly warmth. He congratulated the players on their good sportsmanship and clean-fought games. "The

Company is proud to be associated with you to-night," added Mr. Palk.

Kennedy Trophy Presented—The Kennedy trophy, emblematic of the Provincial rugby championship, was presented to Captain Ed. Bortnak by its donor, Mr. W. A. Kennedy. "Those who play good rugby learn something useful in business," declared Mr. Kennedy. They know how to 'take it' and they will need that kind of spirit in the business world of tomorrow."

The Eaton Trophy, emblematic of the inter-high school rugby championship, was then presented to Assistant Captain Don Lucyk by Mr. F. N. Cowley, who was representing Mr. G. M. Eaton.

A gracious letter of congratulations from St. Paul's College (represented by Father C. C. Ryan at the banquet) was read by Mr. Cowley. He also spoke of Lieut.-Col. Andy Curry, O.B.E. "The schools, generally, appreciate the fine work he has done," said Mr. Cowley, who also lauded the good sportsmanship that had distinguished the schedule throughout.

(Continued on Page Seven)



Exterior view of "The Penny Bank Shop." Inset shows Rande Bachman, West Kildonan, counting out his pennies for that all-important gift. So popular was the shop that it had to be enlarged after this picture was taken.

"Youth Must Be Served!"

Something New Has Been Added . . . The Eaton "Penny Bank Shop"

"Mommy, I bought my Christmas present for Daddy! It's all bought and wrapped and it's just what he wanted! I bought it at the Penny Bank Shop."

These were just the breathless words of a sparkling-eyed miss, yet very important to her and to the thousands of other children who rely on Eaton's for their Christmas shopping needs.

On Tuesday, December 7, something new was added in the Winnipeg store to simplify Christmas shopping for the younger generation and keep it within their limited budgets. On the fifth floor a new section was opened known as "The Penny Bank Shop."

Completely surrounded by gay wooden soldiers in red and white held together by huge "copper pennies," the shop is indeed a wonderful place for children to select their Christmas gifts!

Diminutive blue and white counters, low enough for even the tiny tots, hold the fascinating gifts, spread out so the children can view them and ponder over just which ones they will buy.

Goods from all over the store have been selected and assembled here so that the little

ones will have a choice of many types of gifts. There is a separate table for every member of the family, too, so that the child's shopping will be even further simplified.

Each of the attractive little tables bears a wooden soldier tag telling that the gifts on this counter would be suitable for "Mother," the gifts on another for "Daddy," and so on. There is even a table for the pet dog where such gifts as rubber bones, dog biscuits and rubber balls are displayed.

Kindly Eatonians who understand the heart of a child are on hand to see that every tiny customer gets just what he or she wanted. Most of the gifts are paid for with pennies carefully counted out by the children to a cashier whose pleasant job it is to look after the jingling payments.

Every gift that goes out of the shop is festively wrapped and tied with gay ribbon—just the way to make a child happy!



"Thoughts, Like Snowflakes, . . . Go On Accumulating . . ."

"Thoughts, like snowflakes on some far-off mountain-side, go on accumulating until some great truth is loosened and falls like an avalanche upon the waiting world."

New ideas are as vital to a business like Eaton's as gasoline to an engine—we just couldn't function without them!

To produce a new idea that has merit takes alertness and hard thinking—whether it's a big idea or a relatively unimportant one. And so congratulations to this foursome of Eatonians who were recently granted awards for suggestions:

Lillian Campbell (mail order copying).....\$25.00
Helen Yarnay (juvenile wear)..... 5.00

The prizewinning ideas of these Eatonians will thus be included with those to be judged for the Grand Prize awards.



Back Row—Helen Yarnay and Herb Pilling.
 Front Row, left to right—Rose Nunas and Lillian Campbell.

Rose Nunas (mail order draperies)..... 5.00
Herb Pilling (draperies)..... 5.00

YOUTHFUL AGRICULTURISTS ON TOUR

(Continued from Page Four)

developing Canadian citizenship and in unifying people of all races in the Dominion.

The challenging thing to him was the Company's policy "Goods Satisfactory or Money Refunded"—and how a small, one-room store started by an Irishman (and a good one) developed to its present proportions! Apply the principles of The T. Eaton Company to your own life, was Mr. Evans' concluding advice to the young people.

Vocal selections from "Oklahoma!" by J. Roy Firth, with Mr. Tom Laidlaw at the piano, provided an enjoyable interlude.

Club members then left for the various engagements on their itinerary, which included visits to industrial plants, radio broadcasting, theatre parties, newspaper offices, the university and other highlights.

All power to them and their club members who were unable to make the trip; the future of agriculture in Manitoba is safe in their hands.

Rah — DANIEL!

(Continued from Page Five)

Captain Ed. Bortnak expressed the rugby squad's thanks to The T. Eaton Company.

Singing—And How!

Seldom have we heard a lustier sing-song than that conducted by J. Roy Firth! Incidentally, Roy is an ex-Daniel McIntyre product. Accompanying was Tom Laidlaw, striking the chords with those maestro's fingers—a dynamic combination! "Mexicana" by Hilda Luis and Neftalie Gonsolez of Mexico City also provided spice to the program. The evening ended with the showing of two sports films.

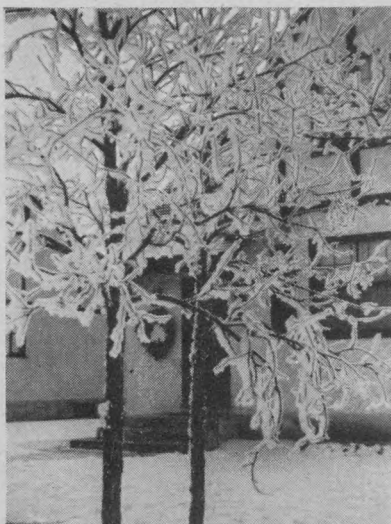
Rah, Daniel!

RECENT APPOINTMENTS

The T. Eaton Co. British Columbia Limited

MR. W. GILMOUR has been appointed merchandise manager of Victoria store, effective immediately.

MR. H. D. MACNAMARA has been appointed merchandise manager of Vancouver sales floor and mail order warehouse.

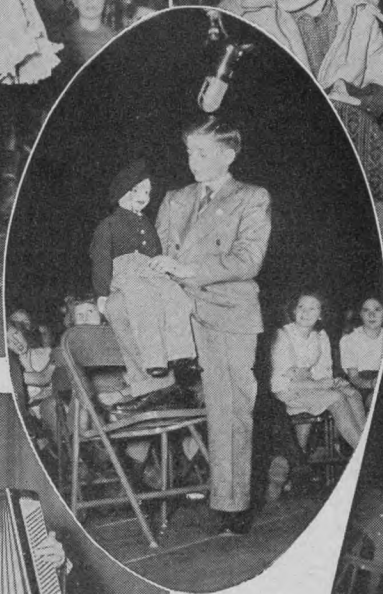
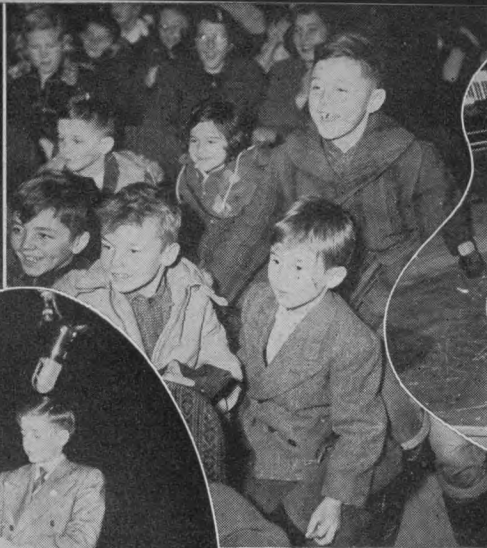


"Strike the tent—the sun has risen, nor a vapor streaks the dawn

And the frosty prairie brightens to the westward far and wan!"

—The Bison Track

An Eatonian photographed this lovely lace-work of hoar frost on the trees beside his home in St. Vital.



Let's Go to a Theatre Party!

Good Deed Club Parties Held at Winnipeg and Dauphin

(Please See Pictures on Facing Page)

Oscar may be a "dummy" but he captured the hearts of over 2,000 young people at the first Eaton Good Deed theatre party of the fall and winter season which was held Saturday, November 27, in the Metropolitan theatre.

You see, Oscar is only made of wood, but with the help of his 13-year-old master, Bobby Swarts, who gave an almost professional ventriloquist act, he laughed, talked and even sang to the delight of the boys and girls present.

The theatre party which consisted of cartoons and movies for the boys and girls, preceding the actual Saturday Good Deed broadcast, is an annual feature of the Good Deed Club program. Following the show, the broadcast got under way under the capable announcing of Norm McBain, and the children laughed and clapped for joy as they saw members of the club perform for them and their radio audience.

Admiring sighs of "oh" and "ah, isn't she cute" greeted the appearance of little seven-year-old Kathryn Brattston who was all dressed up in a tiny pink and blue costume for her song and dance interpretation of "I'm a Little Teapot."

Other features on the program included a piano number, "The Bourree," played by nine-year-old Myrna Grosh; three lovely songs, "Bouquet of Rosemary," by Valdine Douglas, 13; "Toyland," by Ruth Gertenstein, 14; and "White Christmas," by Mona Robertson, 12; and a very talented piano solo of Chopin's "Fantasie in D Minor," by Claudia Doern, 13.

* * * *

OVER 700 AT DAUPHIN THEATRE PARTY

Everybody loves a party! That was certainly the case when members of Eaton's Good Deed Club at Dauphin held their annual theatre party. Over 700 of the boys and girls in that district turned out for the fun, and when all the seats in the theatre were taken many stood along the sides and the back.

The program was under the direction of Good Deed Secretary Joan Sherman, and Edna Middleton who made a special trip to Dauphin for the occasion.

Entertainment for the morning, which was also broadcast over the weekly Good Deed Radio show from station CBW, was furnished by Dauphin members of the club, and covered everything from singing and recitations to a trombone duet.

During the morning two children were awarded special Good Deed Gold Star Pins for their deeds of kindness and courage. They also received wrist watches as a special tribute for their meritorious actions.

Fourteen-year-old Mary Durksen of White-water, Man., was honored because of her sacrifice that the children of Europe might be fed. Last year her parents presented her with a calf to raise for her own so that when it got

Highlighting the program of fun and entertainment was the presentation of two Good Deed awards—one for a deed of courage and quick thinking, and the other for devotion.

The winners were Jack Manns, 9, of Firdale, Man., and Laura Regehr, 14, of Winnipeg. Jack's presence of mind saved his 18-month-old brother from drowning when he fell in a deep trough of water. Jack was unable to be present but his citation was read over the air and his wrist watch and gold star pin were sent to him.

The other Good Deed wrist watch and gold star pin award were presented to Laura on the stage for her devotion to her crippled mother. Laura has taken over the managing of the house, now does the shopping, the baking, and generally runs things. She doesn't get as much time to play as other children, but still she has given her time unselfishly to making her home a happy place in which to live and where her crippled mother can be happy. We'll wager Laura is headed for a bright and happy future.

Description of Pictures on Facing Page

Top Row—Left: Little Kathryn Brattston charms her audience. Centre: A glimpse of the enthralled audience. Right: Myrna Grosh performs.

In oval: "Oscar," the dummy, sits on the lap of his master, Bobby Swarts.

Second Row—Left: Bob Smith is seen with his accordion. Centre: Mona Robertson is snapped as she sings. Right: Laura Regehr is awarded her gold star pin for devotion.

Third Row—Left: The songstress is Ruth Gertenstein. Right: The girls' chorus sings under the direction of Mrs. Lola McQuarrie.

Bottom Row—Left: All eyes are on the singer, Valdine Douglas. Centre: Leanne Lloyd-Jones, a charming little performer and troupier. Right: Claudia Doern shows good piano technique in a difficult number.

big enough she could sell it and have money to spend on herself.

This year, when it was time for the calf to be sold, Mary heard of the poor little European children who were going hungry and, without thought of herself, she donated her calf to the European Relief Fund.

The second award went to 12-year-old Melvin Morelli of Winnipeg, who risked his life to save a little girl, Vivian Darroch, who had fallen under a car and would have been run over if it had not been for his quick action when he ran into the street and pulled her from danger. Melvin did not think of his own safety but courageously saved the life of the little girl. Such acts as these are certainly praiseworthy.

Many Entertainers

Entertainers included: Kay and Paul Jaddock, 11 and 13, piano duet; Lorraine Tycholiz, 12, song; Pamela Cowling, 5, recitation; Dianne Palmer, 5, song; Bruce Balchen, 13, and David Oliphant, 14, trombone duet; Dauphin Boys' Chorus, song; Betsy Ann Dicks, 9, piano; Betty and Bobby Hunt, 10 and 12, duet; Adele Fitzgerald, 11, song; Grade 3, choral recitation; Lorna Dahlgren, 12, and Jacqueline Easterbrook, 12, piano duet; Vivian Darroch, 7, reading; Linda Meyers, 5, song; Kenneth Murray, 14, accordion solo; Jimmy Bullmore, 8, recitation.



Top—General view of the workroom.

Insets—Left: Glimpse of the needleworkers.
Right: Part of the pressing section.

BIGGER, BRIGHTER, BETTER!

Spacious New Tailoring Workroom Features Rows of Powerful Fluorescent Lights and Added Equipment

Charles Dickens in "Great Expectations" says: "Probably every new and eagerly expected garment ever put on since clothes came in, fell a trifle short of the wearer's expectation." Nevertheless, we have great expectations of the new tailoring workroom which was recently installed on the third floor of the annex. Formerly located on the 8th floor of the store, this staunch ally of our men's clothing department is now one of the finest of its kind in the Dominion.

The new quarters give our tailoring staff a spacious, airy workroom with batteries of windows on two sides. This extra daylight is augmented by rows of big fluorescent lights while white walls reflect the light until the whole place is as bright as a newly minted dollar!

Careful planning of fixtures and new equipment also add more efficiency to the altera-

tions' service and more comfort for the staff of 35 workers.

Among its personnel are six young ex-servicemen who are being taught the tailoring trade; three men who came to Canada as displaced persons, thirteen young women, six of whom are ex-servicewomen. Mr. R. Milan in the basement clothing tailor shop, and Mr. P. Sychuk in the mail order clothing tailor shop, both learned their trade from its infancy in the Eaton workroom. They are also ex-servicemen who previously had no knowledge of sewing. This is an example of what can be accomplished by eager and interested young men and women when given the opportunity to re-establish themselves into civilian occupation.

Foreman of the workroom is Mr. Albert Buzzza who has been in charge for 21 years.





Trucks loaded right from assembly racks. Seen in picture are drivers Stan Barlow (above) and L. Glennie (right).

FUR INSTANCE . . .

Direct From the Vault To You . . . New System Speeds Up Fur Coat Delivery

Are you one of the many thousands who store their fur coats in the Company's spacious vaults? If so, you must have noticed the extra care and efficient handling given your fur coat when it was returned to you this fall—the speed with which it was delivered.

That's because the fur coat season was ushered in with a new system of delivery.

Coats from storage formerly went out in cardboard boxes, but are now delivered on hangers, encased in full-length brown paper envelopes. This necessitated some changes in delivery and despatch equipment, such as bars for hanging, both in the trucks and in despatch assembly.

To handle this seasonal operation, space was arranged for in mail order building No. 2, the

trucks detailed for this service loading right from the assembly racks.

In the height of the season as many as 12 trucks are used exclusively for this service, the new set-up lending itself particularly to more expeditious loading and greater efficiency in handling generally.

Thus, as you snuggle into the sleek comfort of your fur coat these bitter December mornings, you can be proud of another new improvement in the store's system.

To The Editor:

A friend of mine (writes Margaret Fraser, mail order laces), who teaches school, told me recently that on the Monday following the birth of the little British prince she forgot to mention it to her class of grade three pupils, so on Tuesday she asked her class: "What event of great interest to Canadian people occurred during the week-end?"

One very enthusiastic little boy replied: "Santa Claus started to broadcast for Eaton's!"

* * *

The older generation thought nothing of getting up at six in the morning. We can assure you the younger generation doesn't think much of it either.

—The Slipstream.

Eleven



"THE OLD ALMA MATER"

The following tribute to our Company, so graciously expressed by the well-known columnist Jean Howarth, was clipped from the Vancouver Daily Province of December 2 and kindly mailed to Contacts by Mr. Dudley Adams. Many Eaton old-timers will remember "Dud" who was with our hardware department here about a decade ago. Mr. Adams is now with Marshall Wells Co. at New Westminster. He adds: "It is really nice to see the old alma mater opening here!"

Photographs of the opening and the stores formerly operated by David Spencer Limited are featured on pages 18 and 19.

"This Column"

By Jean Howarth

Yesterday when I read in the papers that The T. Eaton Co. Limited was coming to town, I felt the way you do when the phone rings and it is a good old friend who has just got off the train and is calling you from the station.

I can't remember a time when Eaton's wasn't practically a member of the family. In fact, it goes back beyond memory. I think I was one year old when the episode of the church curtains took place.

That was in a tiny town up in Manitoba's Riding Mountains. Rather a poverty stricken town. There was one little church, with one little room, and the Sunday School met in it, too. The Ladies' Aid thought they could work more efficiently if they had some curtains that could be drawn during the lesson periods, to cut one class off from another.

They set to work to raise the money. They had a fowl supper, and the whole town came. They made patchwork quilts and sold them—they still have one that my mother bought for \$1.50.

It was quite a pull, but they made it. Then the curtain committee met at the parsonage and drafted the letter to Eaton's. They would have liked a nice heavy maroon plush, but the funds didn't run to that. They settled for a plain rep; and they were very particular about measurements. It was a big day.

North Pole, Via T. Eaton's

It was an even bigger day a week later, when the post office man sent his son along to the parsonage to say that the parcel had arrived. The curtain committee convened, and the president of the Ladies' Aid cut the cord around the package.

Only it wasn't plain rep that rolled out; it was best quality heavy maroon plush, dozens of yards of it, and a box of matching thread, and even some hundreds of curtain rings. And clipped to the fabric was an envelope containing the Ladies' Aid money order, endorsed back to them.

That was one thing. There were others. The letters, for instance, that we wrote to Santa Claus. We believed profoundly, terrifyingly in Santa, and we wrote him our hearts, care of T. Eaton Co. Ltd., Winnipeg. And he always wrote back.

There were, later on when we moved to the city, the Christmas parades, with the beautiful floats and the Mother Goose characters and the showers of toffees and balloons, and Santa riding high and magnificent over it all. We had to walk 18 blocks to see it and lots of times it was good and cold, 10, 20 degrees below zero; but we wouldn't have considered missing it, any more than we'd have considered missing breakfast.

It Was Good Business, Plus

It was good business, of course; I know that now. But it was genuine, too. And sometimes there wasn't any pay-off in sight this side of St. Peter.

Like the time my uncle called them in on the case of the little Saskatchewan town.

He was a doctor in the town, and it was depression time, and just plain hades for a lot of the people on the parched prairies of that place. Christmas was coming up, and as he looked around he could see that it wasn't going to mean a thing for several families of kids.

So he sat down and wrote a letter to Eaton's. He was frank. He said he couldn't see anything in it for them. The people might be grateful, but they didn't have any money and they wouldn't amount to anything as customers. He told them how it was.

The parcels that arrived just before Christmas had candies, nuts, crackers and presents for every single child on the list.

—Vancouver Province



Add Sparkle to Your Christmas Menus!

New recipes for the festive board are always at a premium and the Christmas hostess is ever looking for a different dish to add sparkle to her menus.

Granted the "old gobbler" is in readiness for the day he will become the golden brown Christmas turkey, and the Christmas pudding is waiting beside the Christmas cake for that day of all days! But what of those salads that freshen up Christmas and New Year dinners, the light desserts that put a succulent "finis" to any party, and those little dainties that are everybody's favorite when friends drop in?

You can never have too many Christmas recipes, and just to give a helping hand, we have gathered five tried and true favorites from well-known Eatonians—four light desserts followed by one of the special salads prepared by our well-known chef, Henri Voegeli (pictured at bottom of page).



Miss Elsie Crawford
(educational office)

over the cake. Soak with sherry or fruit juice. Cover with cool custard sauce and set aside for an hour or more. Decorate with whipped cream, almonds and crystallized fruits.

ENGLISH TRIFLE

- 8 sponge cake muffins (or a quantity of dry light cake or lady fingers).
- $\frac{1}{4}$ cup blanched almonds.
- 1 pint custard sauce.
- 3 macaroon biscuits (ratafia biscuits).
- 1 cup sherry (fruit juice if preferred).
- Apricot or raspberry jam.

Method: Split the sponge cakes or cut up the cake and spread generously with jam. Arrange in a glass serving dish. Crush the macaroons and sprinkle

CHERRY CHEWS

- 1 cup flour.
- 1 cup rolled oats.
- 1 cup brown sugar.
- $\frac{1}{2}$ cup butter.
- 1 tsp. soda.
- $\frac{1}{2}$ tsp. salt.
- Mix and pat in square tin (about 8 inch).
- 1 cup brown sugar.
- 1 egg, well beaten.
- $\frac{1}{2}$ cup desiccated coconut.
- $\frac{1}{2}$ lb. glazed cherries.
- Beat egg well. Add sugar and mix. Add coconut and cherries and pour over the first mixture. Place pecans or cover with broken walnuts and bake in slow oven 45 minutes.



Miss K. Waywood
(head of department, alterations)

PINEAPPLE ICE BOX CAKE

- 4 tbsp. sugar.
- 2 tbsp. water.
- 2 eggs.
- $\frac{1}{2}$ cup butter.
- 1 cup icing sugar.
- $\frac{1}{2}$ cup drained crushed pineapple.
- $\frac{1}{4}$ tsp. vanilla.

Dissolve sugar in water in double boiler. Gradually add beaten egg yolks, stirring constantly until mixture thickens. Cool. Cream butter and icing sugar, add egg mixture, pineapple and vanilla. Fold in egg whites, beaten. Line mould with lady fingers and pour in mixture. Set in ice box for 12 hours. Turn out of mould and serve with whipped cream.



Miss C. Carruthers
(employment office)

GREEN AND RED CHERRY SLICE

- $\frac{1}{2}$ cup butter.
- 1 cup flour.
- Mix and pack in bottom of cake pan. Lightly brown in oven.
- Top—**
- 2 eggs (beaten).
- $\frac{1}{2}$ cups brown sugar.
- 2 tbsp. flour.
- 1 tsp. baking powder.
- $\frac{1}{2}$ cup coconut.
- $\frac{1}{2}$ cup chopped walnuts.
- $\frac{1}{2}$ lb. green and red cherries.

Mix together and spread on top of baked base. Brown in electric oven (325 deg. F.).



Miss Florence Hyde
(laces)

CHEF SALAD

Rub a salad bowl with garlic, place in it tender lettuce leaves. Add to these: Anchovies, pitted ripe olives, sliced radishes, peeled and quartered tomatoes, sliced hard-cooked eggs, shredded Swiss cheese and salami. Dress the salad with Roquefort cheese dressing.

One-half cup French dressing consists of:

- 2 tsps. sugar.
- $\frac{1}{4}$ tsp. salt.
- $\frac{1}{4}$ tsp. paprika.
- $\frac{1}{4}$ tsp. dry mustard.
- 1 tbsp. of olive oil.
- 1 tbsp. of vinegar.

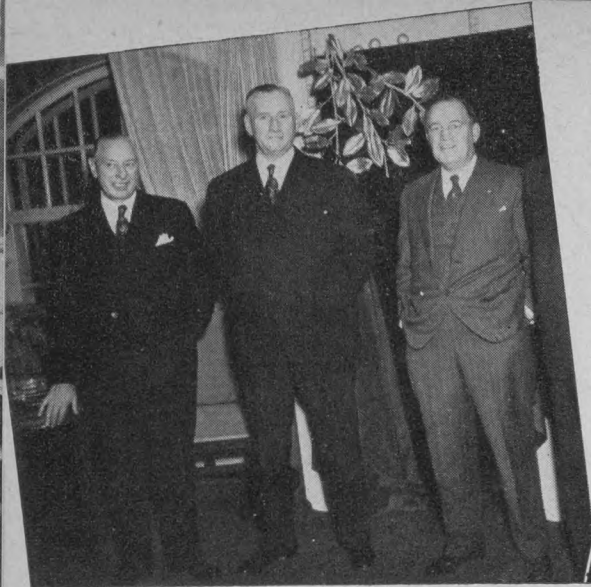


CHEF SALAD—Continued

Method: Beat these ingredients well with a wire whisk or a fork until they are smooth. Add:

- 2 tsps. of olive oil. Beat well again and add:
- 1 tbsp. vinegar.
- 3 tbsp. of olive oil.
- 1 clove of garlic (crushed). Add:
- 2 tsps. of crushed or grated Roquefort cheese.

Shake well before serving.



Left Picture—"Three good men and true." Left to right: Messrs. W. Hopps, Jim Johnston and W. G. B. Dailley. Right Picture—Mr. R. S. McCordick, general manager, who paid a warm tribute to the three men, listens as Mr. G. M. Eaton, director, reads a humorous passage from a congratulatory wire.

120 DISTINGUISHED YEARS

Messrs. W. G. B. Dailley, William Hopps and Jim Johnston Honored at Reception by Executive and Supervisors

Three men—each of whom recently completed 40 distinguished years with the Company (or a total service of 43,800 days)—were honored on Friday evening, November 26, during a reception held at the Fort Garry Hotel. The three Eatonians were Mr. W. G. B. Dailley, staff superintendent; Mr. William Hopps, supervisor staples and bedding; and Mr. Jim Johnston, supervisor of mail order operating.

Mr. R. S. McCordick, general manager, presided, and Mr. G. M. Eaton, director, presented each of the guests of honor with car radios on behalf of the executive and supervisors of Winnipeg store.

Lauded by Mr. McCordick

Expressing his thanks to the three high-ranking Eatonians for their long and outstanding service, Mr. McCordick paid each an individual tribute.

"Mr. Dailley," declared our general manager, "has held many and varied positions with the Company, and in each case has carried out his duties with distinction.

"He is also a veteran of two wars, was awarded the O.B.E., and ended up with the rank of colonel. . . . We think a lot of him."

"Mr. Jim Johnston grew up with the mail order—and to him goes a great deal of credit for its development. He has done a difficult job well."

"Mr. William Hopps has an outstanding record as a buyer and has endeared himself to his associates," said Mr. McCordick, "we hear well of him wherever he goes—these men from Lurgan really know how to do business," added our general manager whimsically.

Congratulatory Messages were then read by Mr. G. M. Eaton. These included one from the President and one from Mr. R. Y. Eaton. Before reading from the big batch of telegrams, Mr.

Eaton thanked Messrs. Dailley, Hopps and Johnston on behalf of the Eaton family for the outstanding contribution each had made to the Company's progress in his respective sphere over the years.

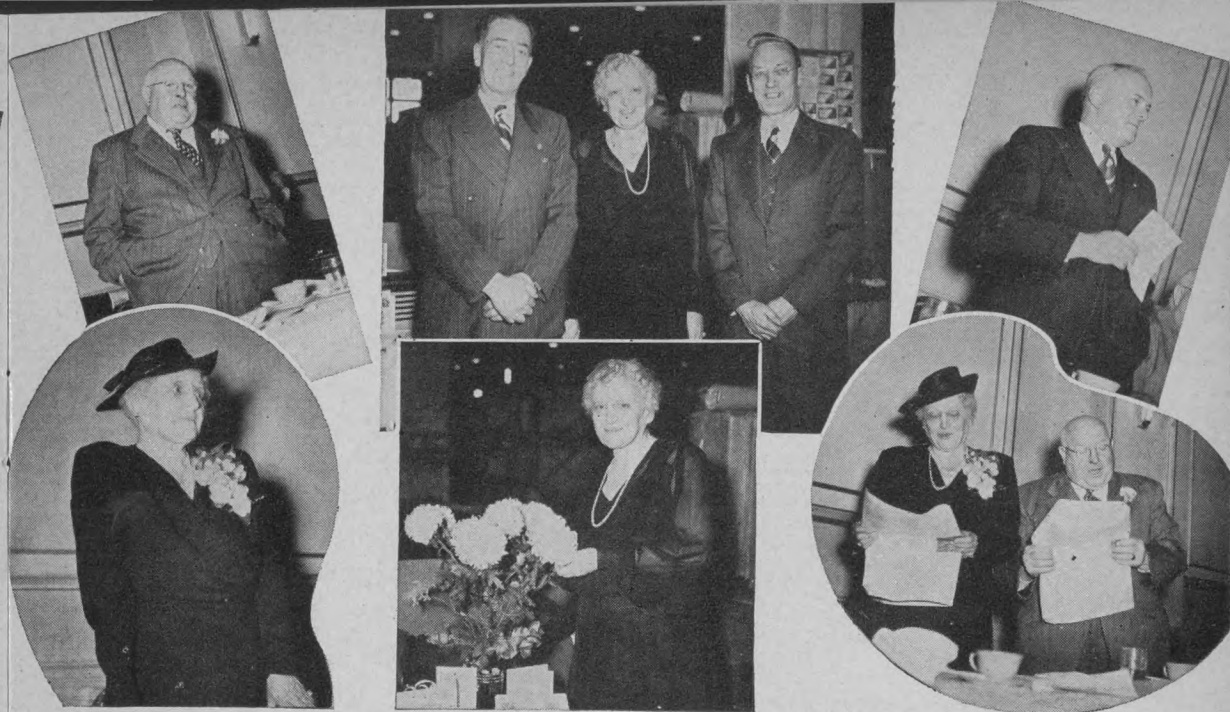
Responses by the honored guests brought out many reminiscences; tributes to associates past and present; humorous happenings when Winnipeg store was young; words of wisdom for the younger generation of Eaton men coming up—and finally, each affirmed that were he to start all over again, he would still choose a career with Eaton's.

Three hearty cheers and a tiger ended a fine tribute to three fine Eatonians whose records speak for themselves.

The Real Salesman

- One who can be courteous in the face of discourtesy.
- One who takes a firm interest in the firm's interest.
- One who keeps his word, his temper, and friends.
- One who wins respect by being respectable and respectful.
- One who turns up with a smile and still smiles if he is "turned down."
- One who understands people and who can make himself understood by people.
- One who has a steady eye, a steady nerve, a steady tongue, and steady habits.
- One who is silent when he has nothing to say, and also when the customer has something to say.

SORRY! Owing to an early deadline for Christmas Contacts a few late despatches had to be held over. These will appear in the next issue.



Top Row—Left: Fos Johnson reminisces. Centre: Miss Jessie Simmons with Bill Stevens and Bill Webster, the latter both celebrating their 30th anniversaries. Right: Chairman Ed Rogers.
Lower Row—Left: Miss Simmons also reminisces. Centre: 122's "first lady" beside her desk. Right: Jessie and Fos sing, "If You Were the Only Girl (Boy) in the World."

BIG DAY FOR 122's "FIRST LADY"

Complimentary Dinner Tendered Miss Jessie Simmons and Mr. Fos Johnson in Honor of Their 40th Anniversaries

"Forty years ago this morning a slim young girl with fair hair got herself a job with Eaton's"—the speaker, Mr. Ed. Rogers, head of department (mail order packing), was honoring Miss Jessie Simmons during a dinner tendered her and Mr. Foster Johnson at the Marlborough Hotel on Thursday evening, November 18, to celebrate their respective 40th anniversaries with the Company.

It had been a big day for 122's "First Lady," as Mr. Rogers gallantly referred to Miss Simmons—while Fos Johnson, whose actual 40th anniversary date was August 29, was sharing honors with her.

Chairman Rogers announced that 133 staff members were present, as he pinned a corsage on Miss Simmons' dress, while Miss Edith Pritchard decked Mr. Johnson's lapel with a big pink carnation. The total service of those at the head table, added Mr. Rogers, was 303 years. There also was a number of retired staff members present, including Miss Anna McArthur, a veteran Eatonian of 42 years' service.

Reminiscing about the early days in the department and the difficult war years, Mr. Rogers declared: "We got through because of people like Miss Simmons who carried on loyally despite the difficulties."

"No One Worked Harder Than Fos"

In a warm tribute to Mr. Foster Johnson, Mr. Rogers said that the former came to Eaton's when the mail order was growing up and difficulties were rampant. When a job came along that couldn't be done "they gave it to Fos."

There were references to Fos' fine war service—with a few ribs about his cavalry days (could you mount a raw-boned charger now, Fos?). Tributes also to Fos' long and active interest in staff activities, and "his lovely mother."

Following the chairman's eulogy of two grand Eatonians, they were presented with Parker "51" pen and pencil sets by Misses Dorothy Funk and Ruth Cormack "so they can record their memories," said Mr. Rogers.

"Short and Sweet"

The chairman then called on various members who wished to congratulate the guests of honor on behalf of their sections. Brief, and in some cases eloquent, were the tributes by: George Phillips, Jack Course, John Ferguson, Jack Moore ("never have so many asked so much of so few"), Oliver Barker, Jimmy Ross ("how have two such lovely people worked in the same department for 40 years and managed to stay single?"), Jack Pidgeon and Les Cuthbert.

Super Entertainment!

On the entertainment side were the rich, romantic baritone of John Ferguson; Bert Elson's xylophone melody; accordion solos by Billy James. John Ferguson also led the community singing with real eclat, accompanied by Doris Moore.

The dinner followed the presentation of a radio that morning to Miss Simmons.

Truly a memorable day for 122's "First Lady."



Top Row—Left: Mr. Jim Johnston "in rebuttal." Centre: Mr. Art Keeley thanks his associates for a lovely coffee table. Right: Mr. W. B. Pickard gives his version of the Pickard-Johnston hockey "feud."
Bottom Row—Left: Mr. Jack Fowler (right) receives a handsome golf bag, presented by Mr. Pickard. Centre: Mr. A. H. Young was "at the controls." Right: Mr. George Poole (left) is presented with a coffee table by Mr. Pickard.

MAIL ORDER MEN HONORED

Anniversary Dinner Tendered

Mr. Jim Johnston . . 40th
Mr. Art Keeley . . . 35th

Mr. Jack Fowler . . 35th
Mr. George Poole . . 35th

The Jade room of the Fort Garry Hotel rang with good wishes to four good men and true when on Wednesday evening, November 24, a complimentary dinner was tendered Messrs. Jim Johnston, mail order operating; Arthur Keeley, head of department, infants' and children's wear, mail order; Jack Fowler, first assistant, women's shoes, mail order; and George Poole, first assistant, supply room. These four gentlemen recently celebrated a total of 145 years with the Company.

Mr. A. H. Young, mail order superintendent, was at the controls and spiced his brief introductions with that gentle brand of humor that always delights his listeners. Mr. W. B. Pickard, store superintendent, was also an honored guest.

Dinner followed a short reception in the MacDonald Room and during courses Bruce Sutherland led the gang in some rapid-fire community singing. Harold Price was accompanist.

At this time Tommy Dodds also obliged with a tender ballad of the tear-jerking 90's, while Tom Brown led in singing "Macnamara's Band."

It was a pleasure to see so many out-of-town Eatonians present. Introduced by Chairman Young, they were: Messrs. H. B. Halliday, general office, Toronto; J. A. Snowden, Port Arthur; G. D. Nelson, Prince Albert; E. M. Saville, Moose Jaw. The last three Eatonians, said Mr. Young, had trained under Mr. Harry Keough, manager of Saskatoon store. It was also a pleasure to have with us Mr. T. McCarrow of the Toronto Carpet Manufacturing Co. Ltd.

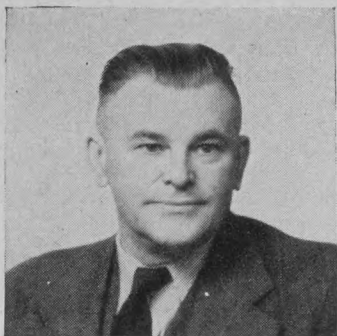
Four Men Are Lauded By Mr. Young

"It is difficult to say all the nice things we'd like to say about these men when there are four of them," observed Mr. Young on rising to pay tribute to Messrs. Johnston, Keeley, Fowler and Poole.

Nevertheless, our genial mail order superintendent did have quite a lot of nice things to say about each man, his background and career with the Company. When he came to Mr. Jim Johnston who was celebrating four decades with Eaton's, Mr. Young spoke of the distant days when he had played football against our husky hero.

"I wish I had played with him—it would have been a lot easier. . . . He probably has that big window in his office so he can see the Santa Claus parade coming." Then seriously . . . "I know of no one who does his work more painstakingly . . . unheralded, Jim Johnston has done a marvellous job for the Company."

(Continued on Page Seventeen)



Mr. A. E. (Eric) Jones

35 YEARS WITH EATON'S



Mr. Harry Kane (at left)

MR. A. E. (ERIC) JONES

A fine citizen and a fine Eatonian, Mr. A. E. Jones, better known as "Eric" to his associates, was honored by the dress goods mail order staff on the occasion of his 35th anniversary, December 11, when he was presented with a Stromberg-Carlson mantel radio. On making the presentation, Mr. P. H. Longstaffe, head of department, thanked Mr. Jones on behalf of the Company for his long and loyal service.

Mr. Jones replied that it was a privilege and pleasure to work for the Company and that he had made many friends during his 35 years.

Born in North London, England, Eric Jones started with Eaton's in the mail order draperies later transferring to the mail order dress goods. In the first World War he served overseas with the 10th Field Ambulance.

While he shoots a good game of golf, Eric is also interested in the welfare of his community. For several years he was a member of the West Kildonan School Board and he also takes an active interest in the community club of the district. Practically every summer, Mr. and Mrs. Jones and son, Eric, take a trip to Los Angeles, Cal.

MR. HARRY KANE

That other "happy gang," the men's clothing staff, gave Harry (made-to-measure) Kane a rousing salute when, on the night of November 23, they held a dinner party at the St. Charles Hotel in honor of Mr. Kane's 35th anniversary. Mr. Ed. Workman, first assistant, made-to-measure, presided.

Mr. Ed. Martin, group manager, thanked Harry for 35 years of work well done—30 years in the mail order and five in the store. He spoke of Harry's genial, accommodating manner and the pleasant relations he always has, both with his customers and associates. A mantel radio was then presented to Mr. Kane as a token of friendship from the staff.

Tributes were also expressed by Messrs Jack Paterson, head of department; Eric Dolan, head of the mail order men's clothing; Harry Whitfield, first assistant; Morris Cowley and Jim Drake. The latter told of first meeting Harry Kane at Valenciennes, France, during the first World War, when Harry was serving with the 78th battalion.

There were also good natured "ribs" tossed at the genial Harry for his popularity with the fair patrons of the made-to-measure.

Responding, Mr. Kane had a special word of appreciation for the loyal co-operation given him over the years by the boys of the tailoring workroom. "Few of us realize what alterations mean," declared Harry. He also spoke of the fine morale existing in the whole department under the leadership of its management "who are always ready with a friendly smile and never too busy to discuss any problem arising in the day's work."

MAIL ORDER MEN HONORED

(Continued from Page Sixteen)

Gifts Presented By Mr. Pickard

"It's a grand thing to get together and commemorate these lifetimes of service," said Mr. Pickard when called upon to make presentations to the four long-service Eatonians who "looked as if they could go on for a long time yet."

Mr. Pickard thanked each man for his splendid contribution to the Company. He also prefaced his thanks to each with a brief individual comment. On behalf of those present, our store superintendent then made these presentations: to Mr. George Poole, a coffee table; to Mr. Jack Fowler, a golf bag; to Mr. Art Keeley, a coffee table; and to Mr. Jim Johnston, a tri-light lamp.

Argument and Rebuttal

The presentation to Mr. Johnston evidently brought a flood of memories to Mr. Pickard as, in mock seriousness, he told of his personal injuries in the hockey arena at the hands of "Man Mountain" Johnston. However, Mr. Pickard had apparently forgiven the latter because he ended by paying him fine tribute.

In rebuttal, Mr. Johnston told his version of the "you-take-the-man-and-I'll-take-the-puck" episode.

All four men expressed their thanks for the gifts and tributes and each told in his own words the thought that was uppermost in the minds of all: "Who could wish to work for a finer Company?"

Eaton's Buys David Spencer

Acquires Eight Stores In W

EIGHT new stores and over 3,000 new employees joined the Canada-wide Eaton's organization when it acquired David Spencer Limited, one of the oldest and most famous merchandising organizations in the West.

The official announcement of the purchase—one of the most important in the company's history—was made by "Mr. Chris" Spencer, 80-year-old president of David Spencer Limited, to a gathering of 1,500 employees of Spencer's stores in Vancouver.

"You will be wondering how all this will affect you, and how the policies of the two organizations will be alike. . . . The policies of The T. Eaton Company are very much alike. . . . My grandfather had the same ideas, especially about being a merchant. The only way business can only be done by a loyal and happy staff. I am as sure as I can be that they would be if we continued to guide the ship."

Replying to Mr. Spencer's introduction, Mr. John Davidson, president of The T. Eaton Company British Columbia Limited, remarked: "I should like to welcome the new members of the Eaton staff family and express the thought that your customers you serve will like shopping with us, too."

Like Eaton's, David Spencer Limited was a family business. It was founded in 1854 out from Wales to set up a book and stationery store in London. In 1890 a branch was opened in Nanaimo and in 1906 in Vancouver. Since that time the Spencer business has expanded to include stores in Mission, Duncan and Courtenay, making a total of eight stores.

The keystone Eaton policies will automatically cover the new stores, namely—"A Square Deal To All Who Buy From Us," and, of course, the famous Eaton guarantee—"Satisfaction or Money Refunded."

With the addition of this great chain of B.C. stores to the Eaton's organization with a total of 60 stores and nearly 40,000 employees, the Eatonians who have thus been added to our great roster.



1,500 employees of Spencer's Vancouver store listen to President Chris Spencer announce the sale of the organization to The T. Eaton Co. Limited.



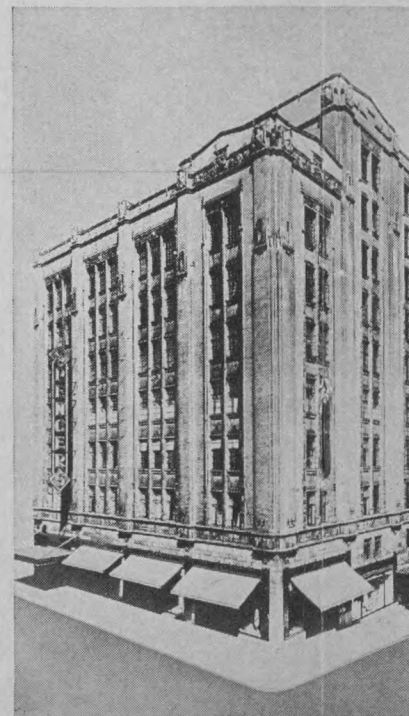
NANAIMO



MISSION



VICTORIA



VANCOUVER

Spencer Limited B.C. Retail Chain

Stores In West Coast Centres!

Canada-wide Eaton family on December 1, when Eaton's completed the purchase of its merchandising organizations in Canada's west-coast province.

Phase—one of the largest of its kind in British Columbia. Spencer, 80-year-old president of Spencer's Limited, who owns of Spencer's Vancouver store.

"It will affect you," Mr. Spencer said. "Our business and much alike . . . my father and Mr. John David Eaton's really about being of service to their customers, and that to our staff. I am assured that your jobs are just as safe as the ship."

Mr. John David Eaton, president of The T. Eaton Co. should like to welcome you as new additions to the thought that you will enjoy working with us and that the same with us, too."

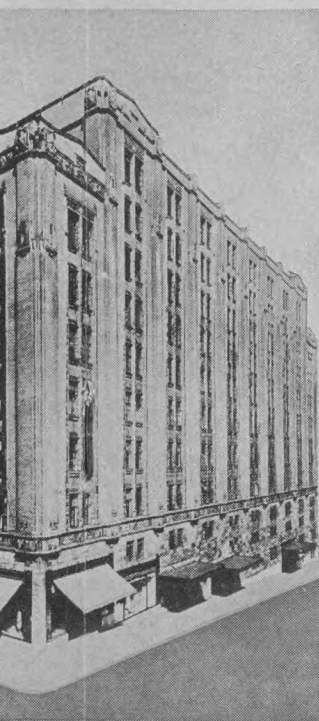
was a family-built store. In 1864, David Spencer came to a stationery store in Victoria, B.C.; nine years later, in 1873, and switched to dry goods and general merchandise. In 1906 the first Vancouver store began operation. The business has expanded to New Westminster, Chilliwack, and a total of eight stores in all.

Automatically come into effect in all the former Spencer stores. Who Buy From Us, Who Sell To Us, and Who Work for Eaton guarantee of "Goods Satisfactory or Money

Back of B.C. stores, Eaton's becomes a truly nation-wide chain and nearly 40,000 employees! We welcome the new members of our great roster of Eaton workers across Canada!



Talking over details of the big transaction are John David Eaton, Chris Spencer and Ross Jenkins, vice-president and general manager of The T. Eaton Co. British Columbia Limited.



VANCOUVER



NEW WESTMINSTER



DUNCAN



COURTENAY



CHILLIWACK



Mr. William J. Benson



Mr. Frank Sails (at left)



Mr. Robert Roulston

THIRTY YEARS WITH THE COMPANY

On his 30th anniversary, November 18, **Mr. William Benson** (left top of page) stands before his gaily decorated desk in the general office where he is with the advance department.

Mr. Benson was presented with a handsome gladstone bag by Mr. W. A. McNaught, acting on behalf of the staff. A bouquet of roses was also sent to Mrs. Benson. "My anniversary came in the same month as three notable events," says Mr. Benson, "a prince was born to the royal family, Prime Minister Mackenzie King retired and Newfoundland joined our Canadian Commonwealth."

* * *

Mr. Frank Sails (head of department, budget plan), who celebrated his 30th anniversary on November 25, is seen at left of centre picture admiring the lovely oil painting which has just been presented to him by Mr. W. Williamson on behalf of the budget plan staff. The painting is a Venetian scene by the noted Italian artist, A. Brombo.

Two lovely bouquets of white and yellow chrysanthemums accompanied this beautiful gift that will find an honored place in the home of Mr. and Mrs. Sails. Telegrams and letters of congratulations also added happiness to the occasion.

* * *

Mr. Robert Roulston (drugs, mail order) is the gentleman at right of top layout. When his 30th anniversary rolled around on November 26, the staff felt they couldn't let it go by without letting Bob know what they think of him. As they gathered to congratulate him, Mr. Herb Green, head of department, presented Mr. Roulston with a cherished gift, a set of pipes.

* * *



Mr. Alf Wallis

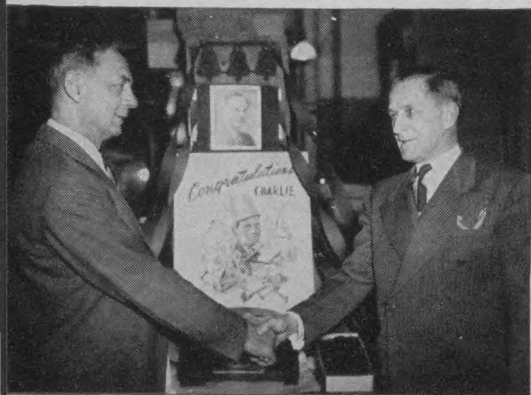
Mr. Alf Wallis (supervisor, radios and music) is caught by the camera as he is reading a batch of congratulatory messages and cards on his 30th anniversary, December 4. Acting on behalf of his associates, Mr. Don Smith, head of department, presented Mr. Wallis with a "swish" looking smoking jacket. Another fine memento received by Mr. Wallis was a desk set—the gift of his mail order staff. Thirty gorgeous roses and a "birthday" cake were further evidence of the staff's esteem for their chief.

* * *

Mr. Thomas R. Bennett (jewellery)—affectionately known as "Bennie" to his many friends—was the recipient of a beautiful mantel radio in honor of his 30th anniversary which was December 5. This gift from the staff was presented to Mr. Bennett on December 4 by his supervisor, Mr. W. H. Matthews.

Mr. Charles Sharman

* * *



Mr. Charles Sharman (lower left corner) completed thirty years with the Company on December 2—all spent with the hardware mail order. On this occasion Mr. A. F. Harding, head of department, thanked "Charlie," as he is popularly known to his many friends, for a job well and faithfully done over the years. Then, on behalf of the staff, he presented Charlie with a handsome mantel clock as a token of friendship.

(Thirtieth Anniversaries Continued on Page Thirty)



Timothy Eaton

Quarter Century

Club

Inaugurated 1919



Welcome to the EATON Quarter-Century Club



SYDNEY NICHOLAS



ALPHAEOUS ROURKE



SYDNEY DAY

(See write-ups on Page Twenty-Three)

* * *

WILLIAM LITTLE LAW

(Picture at left, centre)

Early on the morning of Wednesday, November 17, Mr. G. T. Fox, first assistant of 1100 department, made a trip to the garage to congratulate Mr. William Law on his twenty-fifth anniversary with the Company. Mr. Law, who was with the lunchroom staff for 23 years, transferred to the garage staff two years ago.

On the basement luncheonette staff while with 1100 department, Bill was presented with a nest of three tables by Mr. Fox on behalf of his co-workers there.

A beautiful table lamp was also presented to Bill by Mr. A. Arnason, head of department, from co-workers in the garage.

Born in Glasgow, Scotland, Bill served six years as a private in the R.C.A.M.C. during World War II. He spent two and a half years of that time overseas, and while in his native city of Glasgow was married to a Scottish "lassie."

Reading is Bill's hobby and he is content to spend hours by himself as long as he has a good book.

Your friends in the store and the garage wish you the best on your anniversary, Bill!

* * *

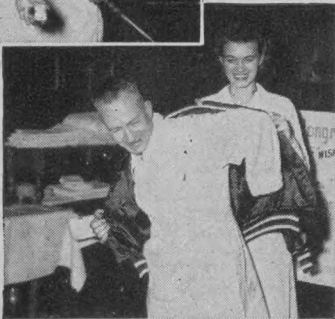
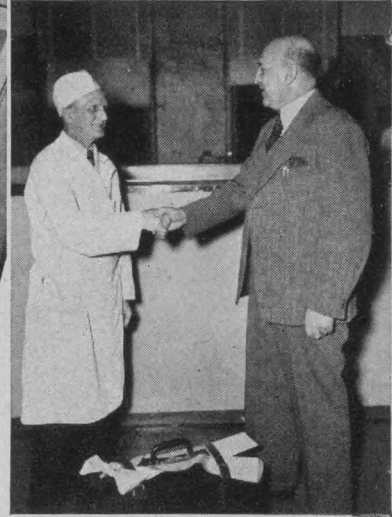
Picture at lower left—MARGARET VESTRUP

(See write-up on Page Twenty-Three)

Twenty-One



Welcome to the EATON Quarter-Century Club



Top Row—Left: Miss Ruth Spurway. Centre: Mr. Frank Wonnacott. Right: Mr. Charlie Beatty (left) and supervisor, Mr. W. Hodgson.

Left, Centre—"Bud" Toogood's quarter-century gifts were presented by Mrs. Florence Fehr (top) and Miss Kay Possi (below).

Lower Left Corner—Mrs. Mildred Cushman.

RUTH SPURWAY

Before store opening on Wednesday morning, December 1, that happy family—the educational, employment, welfare and kindred offices—gathered around the breakfast table in the board room to honor Miss Ruth Spurway on the occasion of her quarter-century anniversary.

Mr. W. G. B. Dailley, staff superintendent, presided, and despite the early hour, paid a whimsical but sincere tribute to Ruth's radiant personality, her capabilities and experience. Mr. Dailley then presented Miss Spurway with a lovely raw-hide week-end case—a token from her associates.

Returning to her gaily decorated desk, Ruth found more anniversary gifts. There was a gorgeous bouquet of chrysanthemums from the women's furs; a jewelled ball-point pen and other gifts from the stationery (two departments to which Ruth formerly belonged); also a number of individual gifts from admiring friends.

Miss Spurway was born at Strathclair, Manitoba.

Before joining the educational office, Ruth Spurway gained a valuable knowledge of the store's system in the music, stationery, women's furs, as well as two years in the mail order.

A member of the Personnel Association of Greater Winnipeg, Ruth says: "I'm strictly a dabbler—tried golf—addicted to camping and outdoor life—enjoy a good book, music if not too highbrow—speakers likewise."

This scribe need add no more—who doesn't know and admire the radiant Ruth!

SARA SLUSMAN

Congratulations to Miss Sara Slusman (mail order money returns), who, as we go to press, is celebrating her twenty-fifth anniversary with the Company. (Details will appear in the next issue of Contacts.)

VELMA HOLBROOK

Gleaming Swedish stemware and demi-tasse plates were the gifts presented to Mrs. Velma Holbrook (jewelry) on the morning of November 27, the day she became a member of the Eaton Quarter-Century Club. Presentation was made to her by Mr. W. H. Matthews, supervisor, in the jewelry office on behalf of the department staff.

During her anniversary day, Mrs. Holbrook's gifts were on display in the jewelry department and many friends, both in and out of the store, called to offer congratulations.

Mrs. Holbrook, who was born in Souris, Man., has been with the handbag section since she joined Eaton's in 1923. A highly capable Eatonian, she is at present in charge of the handbag section.

A card enthusiast, Mrs. Holbrook enjoys few things better than a spirited game of bridge. Congratulations come to you, Mrs. Holbrook, from your many friends, with best wishes for your continued happiness!

SYDNEY NICHOLAS

Seeing that people get places on time is the job that Mr. Sydney Nicholas has efficiently handled for the last 25 years. A member of the watch repairing department, Mr. Nicholas celebrated his twenty-fifth anniversary with the Company on November 19 and is now a member of the Eaton Quarter-Century Club.

Born in London, England, Mr. Nicholas is well liked by his associates and is known as a capable worker and fine fellow.

He was married 'way back in 1908 and is the father of six children, Hollis, Gladys, Harry, Ernie, Dorothy and Alice. He also has eight grandchildren all of whom are his "pride and joy."

Mr. Nicholas' greatest interest outside of his work lies in his family with whom he likes to spend as much time as possible. Football is his favorite sport and he has been a member of the Weston Football Supporters Club for 10 years. He also likes to putter around the garden a bit during the growing season.

Congratulations come to you, Mr. Nicholas, on this happy occasion from your friends around the store.

MARGARET C. VESTRUP

A presentation on the morning of Tuesday, November 30, followed by a dinner at Moore's that evening, marked the anniversary day of Miss Margaret Vestrup of the fancy goods department, when she became a member of the Eaton Quarter-Century Club.

Margaret, who spent 13 of her 25 years with Eaton's in the notions and the other 12 in the fancy goods, came to work on the morning of her anniversary to find her desk all decked out with streamers, a big bouquet of 25 roses and a congratulatory plaque.

On behalf of the staff, Mr. S. H. Williams, supervisor, presented Margaret with a lovely travelling case. A smaller matching bag was

also presented to her by the girls in her own section, the wools.

At the dinner in the evening, 45 members of the fancy goods department were present to congratulate Margaret and wish her the best. Mr. Percy Cranston presided and Mrs. S. H. Williams was an honored guest.

Miss Vestrup was born in Winnipeg and has a job that she really enjoys since knitting and fancy work are her hobbies. She is also financial secretary of the Rebekahs. Best wishes to you, Margaret, on your anniversary!

ALPHAUS ROURKE

Some men find jobs in which they are "naturals" and that is the case of Alphaeus Rourke (seeds), who celebrated his quarter-century anniversary with the Company on November 19 (actual date November 21). An expert gardener, for the past 25 years he has been giving freely of his knowledge on this subject to both customers and fellow employees and has solved many a problem.

Mr. Rourke is familiarly known as "Happy" by his legion of friends because of the delight he takes in his work. In honor of his anniversary, he was presented with a lovely tri-light lamp by Mr. W. Wakefield, supervisor, on behalf of the grocery and seed departments, and as her share in the occasion a beautiful bouquet of chrysanthemums was sent to Mrs. Rourke.

Born in Eastern Canada, "Happy" worked for a short time with the grocery department after joining Eaton's, but it was soon discovered that he has a natural flair for all things growing and so he was transferred to the seeds.

Mr. and Mrs. Rourke have three daughters and one granddaughter. They have a summer home on the riverside out St. Norbert way, and it is here that "Happy" does all his experimental gardening.

Best wishes to you, "Happy," and congratulations on your fine record!

SYDNEY DAY

"Twenty-five years a butcher with Eaton's!" That is the record completed by Sydney Day of the third floor meat department on November 26, the day he became a member of the Eaton Quarter-Century Club.

Members of the department staff gathered in the meat office that Friday morning to honor Syd on his anniversary. On behalf of the staff, Mr. W. Hodgson, supervisor, presented Mr. Day with a handsome travelling case as a memento of the occasion.

Born in Luton, Beds., England, Syd served during the first World War as a sergeant with the Royal Regiment Artillery. He served in Malta and France, was wounded at Cambrai in 1917, and has the Mons Star.

Sydney married Miss Winnifred Jean Mann, a former Eatonian of 147 department, and Mr. and Mrs. Day have two children, Bernice, 19, and Garfield, 11.

Baseball, snooker and bowling are all among Mr. Day's hobbies. Congratulations on your anniversary, Syd!



Welcome to the Quarter-Century Club MILDRED CUSHMAN

Another Quarter-Century Club member was welcomed into the fold on the morning of December 14, when Mrs. Mildred Cushman (sales audit) celebrated her 25th anniversary with the Company.

In honor of the occasion, Miss L. Bode, who has 41 years' service to her credit, pinned a corsage on Mrs. Cushman on behalf of the girls in the sales audit and C.O.D. offices, and Mr. F. J. Scott, head of department, presented her with a lovely Swiss boudoir clock. Mrs. Cushman also received a congratulatory telegram from Mr. R. Anderton, supervisor, who is at the west coast.

Born in Springfield, Minn., Mildred has been with the sales audit since she joined Eaton's staff. Her one son was killed in action during the second World War, but she has two lovely grandchildren whom she plans to visit as soon as possible.

Mrs. Cushman's hobbies include reading and teaching her pet lovebird, "Tippy," to talk.

Congratulations, Mildred, and best wishes!

CHARLES GRANT BEATTY

A handsome gladstone bag was the gift presented to Charles Beatty (third floor meats) after store hours on Monday, December 6, when the department staff gathered to honor him on his 25th anniversary with the Company.

Mr. W. Hodgson, supervisor, on making the presentation, spoke of Charlie's fine service record and his friendly nature.

Born in Belleville, Ont., Charlie was with the mail order for a short time, as well as the stationery, before joining the meat department. During the first World War he was a pilot with the Royal Flying Corps, having the rank of lieutenant.

His wife, who died in 1940, was a former Eatonian, Miss Ivy Corly, of the phone board. Charlie has one son, Harold, 18.

Dogs are Charlie's hobby and some years ago he was a dog fancier and breeder. Congratulations and best wishes come to you, Charlie, from your many friends and associates in the store.

FRANK W. WONNACOTT

"My 25 years with the Company have been wonderful and I am happy that my four children are all Eatonians!" That was the proud statement made by Frank Wonnacott, first assistant in mail order china, on the morning of December 10, when friends gathered to honor him on his anniversary.

On behalf of the staff, Mr. Vic Dancer, head of department, presented Mr. Wonnacott with a large flower picture and a lovely shell picture, both of which were displayed on Frank's decorated desk. A bouquet of roses was sent to Mrs. Wonnacott as her share in the celebration.

Frank was born in St. John, N.B., and has been with the china department since he joined the Company. During the first World War he served as a lance-sergeant with the Winnipeg

Rifles, was overseas four years, and twice wounded.

Gladys, the first of Frank's daughters, is with the parcelling staff; Blanche, basement jewelry; Edith, stationery; and son, Frank, is with the mail order packing.

Best wishes come to you, Frank, from your host of friends.

HERBERT G. W. TOOGOOD

His full name is really quite impressive—Herbert George William Toogood—but to all and sundry he's "Bud." Bud presides over the glistening machinery that makes Eaton's renowned ice cream.

On December 11 members of 1100 department gathered in the board room to honor Mr. Toogood's joining the Quarter-Century Club. Mr. Albert Wrigley, head of department, thanked Bud for his loyal service over the years and, on behalf of the staff, presented him with a swanky looking leather sports jacket, golf clubs plus a box of golf balls.

An interesting point was brought out by Mr. Bill Sandbrooke who said that Bud's father, Charlie (a former member of 1100 department since retired), also was a quarter-century man.

A Londoner from Lower Kensington, Bud Toogood's entire service has been with 1100—the lunchroom services. His wife, the former Mary W. MacMillan, also was with 1100 department for 14 years. "I've made some good friends in 1100—also got a good Scotch wife there," says Bud, "so the department has been good to me!"

A-HUNTING WE WILL GO!

Johnny Haak (bakeshop) and F. Stoessel, with "Skipper" on the bow, go duck shooting on the Whiteshell River. It seems that "Skipper" tumbled in just as the camera clicked!



Back at camp, Johnny and Charlie Stoessel (bakeshop) show a fair bag despite the fact that Johnny shot a decoy by mistake.





Top Row—Left: Mr. R. M. Pinfold shoots the opening rock. Centre: "Too much steam on that one!" says Mr. W. G. B. Dailley, as "Skip" Pinfold misses the broom. Right: They did a swell job — Vice-president Jack Morrison, ice-maker Kelly Robinson and President Findlay Tease.



House-Warming Night

Eaton Curling Rink Officially Opened

'Twas on Monday night, November 30, that Mr. R. M. Pinfold, assistant general manager, with curling bonnet set at a jaunty angle and clutching a big, red broom, shot the rock that officially opened the newly acquired Eaton Curling Rink.

We use the word "shot" advisedly because, unlike the usual beginner, our genial A.G.M. was not content with sending his rock just over the hogline. With typical Pinfoldian vigor, he literally shot it down the ice evicting a whole houseful of imaginary rocks from the button. As his third man, Mr. W. G. B. Dailley, stepped nimbly to one side, Mr. Pinfold chuckled: "Guess I'll never be a curler."

He got a bang out of the experience, anyway, and we all hope to see him on the business end of that broom many more times this winter.

Before the opening rock, President Tease expressed the thanks of all members to the Company, through Mr. Pinfold, for the realization of a dream long cherished by Eaton curlers—a home of their own. Mr. Pinfold wished the club members every success in their new undertaking.

Beautifully remodelled, bright as a new dollar, spacious and comfortably furnished, the rink fulfills the tradition that whatever the Company undertakes for the recreation and welfare of Eatonians, it does with whole-hearted generosity.

To President Fin Tease, Vice-President Jack Morrison and committee, goes a big hand for their months of planning and hard work. The decorating job by Mr. (Continued on Page Twenty-Seven)

* * *

Second Row—Mr. Pinfold chats with the girls' curling executive—left to right: Mary Ripley, Mary Ewing, Ethel Smith, Ruth Bardal, president; Madeline Doyle.

Third Row—Among those present, left to right: Messrs. W. J. McKeag, George Paull, vice-president; A. H. Young, W. G. B. Dailley, Fin Tease, president; R. M. Pinfold, Jack Morrison, vice-president; A. D. MacDonell, Jack Thompson, past president; Alex Stewart. Missing from picture but present just the same: Mr. Jim Johnston.

Lower Row—A glimpse of one of the five sheets of ice.





TURKEY SHOOT WINNERS

Top Row, left to right—Joe Chettle, Al Krienke, Tom Scott, Dot Chisnell, Mel Egan, Frank Swonnell, Ed Olien.
Lower Row—Siggy Breckman, Marianna Noga, Mary Bodrug, D. Penegapka, L. Flood, Mary Moore, M. McDonald.

DOWN THE ALLEY — With Bill Hogg

There is many a stiff curler-bowler around the store these days a-muttering "Thank goodness I don't have to bowl this week." The trundlers have suspended activities till the first week of the New Year and turned the sports spotlight over to the broom-wielding gang.

On the last night of play the eighth and ninth divisions finished off their first series. The Vikings, despite a long lead, had to win three on the final night before they cinched eighth division honors. They totalled 25 wins to the Eureka's 22 and the Warehouse Five's 20 wins.

In the ninth division the race was close all the way. The Stampeders and Admirals went into the final night tied at 21 wins each and the Wiggetts and Meteors were just two games behind the leaders. The Stampeders took no chances and won all three of their games to earn their berth in the roll-off. Earl McGregor 677, Stan Smith 655, and Tom Byachek 618, were top men of late. May Douglas 613, turned in the only high score for the girls.

Division 1—Strollers hold the lead here with 9 wins, followed by the G. O. Joes 8 and the Jay Dees 7. The girls have really been leading the way in the scoring column. Some of the best were Amy Irvine 775 (291), Rose Gordon 768 (293), Edith Mitchell 744 (315), Grace Irwin 741, and Ann Anderson 658. Jimmy Quinn 723, Bill Liver 709, George Firth 699, and Bill Montford 671, were the top men.

Division 2—The Scotties took three games off the Hucksters to replace them at the top of the heap tied with the Progressors at 9 wins each. The Progressors have a tie game with the Maybees to roll off. Best scores in recent weeks were Ernie Wall 692, Bill Murray 688 (262), Ruth Boddie 665, Elaine McKay 648, Stan Houston 642, Miss Ross 615, and Agnes Hughes 601.

Division 3—Seven-Ups have only lost two games in 12 and lead the Nationals by two games. Ted Black punched out a lovely 721 total the other night to top the men. Dot Martin shot 687 (299) to lead the ladies. Other good scores were Bob Smith 645, Tom Clear 640, G. Harris 614, Alf Beavis 610, Bessie Valentine 608, and M. Scott 602.

Division 4—The Mazumas are on top with 9 wins, closely followed by the Lafalots 8 and the Nomads 7, Selects 7, and Majors 7. Mary Moore has been doing some great bowling of late, shooting a nice 754 last week.

George Bennett subbed for the Crackers and shot a good 712. Best of the rest were E. McFadyen 689, Jack Merrett 680, Dave McFetridge 666, Frank Swonnell 659, Bob Shusterove 650, Jim Torbet 624, and Tommy Williams 621.

Division 5—The Alley Byes are holding a one-game margin over the Wiser Ones, Hawks and Trotters by virtue of their 8 victories. Scoring was terrific. The Hawks shot a brilliant 3,298 (1,183)—Merv McKenzie 786, Les Hawkley 726, Marion Waldie 696, and Annie Solatycki 670, did the bulk of the scoring. Bill King 845, and Jim Reid 802, were also in devastating form.

Division 6—The teams are all fairly close with Dustpans on top with 8 wins, one ahead of the Vetos. Mel Jenkins 681, Bella Dee 622, and Irene Daniels 611, were the only features in the scoring column.

Division 7—Jewels are away again. They have picked up 10 wins out of their last 12 starts. The Jeeps are one game behind and the Scramblers two. The luckless Snowballs have only won one. Tops in the scoring parade were Norm Henry 652, Herb Headon 613, Peggy McCance 613, Mary McDonald 607, and Margaret Roberts 570.

TURKEY SHOOT WINNERS

Top Row, left to right—Cy Napier, Lenora Miller, Charlie Aldous, A. Watson.

Lower Row—Audrey Young, Lorna Wood, Jean Murray, Kay Warner.

Twenty-Six



GOBBLE!
GOBBLE!

TURKEY
SHOOT
WINNERS



Top Row, left to right—Hilda Miller, George Niven, Jim Lindsay, Frank Frampton, May MacKay.

Lower Row—Bertha Selner, Jo Randall, Grace Irwin, Edith Hull, Agnes Huches.

LEAGUE RECORDS AS OF NOVEMBER 30, 1948

	Team		Girls		Boys	
	3-Game	Single	3-Game	Single	3-Game	Single
1st Division	Strollers 3516	Spillers 1274	Edith Mitchell 928	Agnes LaFlamme 403	George Bennett 1018	George Bennett 410
2nd Division	Jean Paterson 869	Jean Paterson 376	Lorne Jackson 874	Lorne Jackson 385
3rd Division	Gay Ones 2891	Seven Ups 1066	Hazel Tarry 785	Bessie Valentine 329	Frank Thompson 824	Frank Thompson 314
4th Division	Crackers 2810	Crackers 1017	Mary Moore 841	Ethel McDougal 317	Bill Robertson 795	Bill Robertson 362
5th Division	Hawks 3298	Hawks 1183	Fran Polonski 777	B. Greenwood 330	Bill King 884	Bill King 367
6th Division	Rip Saws 2806	Tryhards 1089	M. Hutcheon 799	M. Hutcheon 389	Joe Leighton 769	Joe Green 334
7th Division	Peppy Pals 2982	Jewels 1102	Daisy Stoney 721	T. Johnson 304	Gordon Quinn 791	Ray Puttaert 354
8th Division	Eurekas 2673	Eurekas 1023	Marianna Noga 660	Marianna Noga 292	Bob Elleker 730	Al Krienke 341
9th Division	Rubby Dubs 2888	Wiggetts 1084	Clara Thompson 790	Clara Thompson 355	Tom Byachek 783	Fred Winter 311

FLASH—Eaton's men's team places 8th in the Gibson competition!

S. Monchuk	221, 156, 218—595
A. Watson	197, 184, 110—491
C. Aldous	174, 161, 207—542
C. Napier	190, 225, 263—678
T. Byachek	248, 204, 220—672

Total, with handicap.....3,654

Winning team shot 3,722.

HOUSE-WARMING NIGHT

(Continued from Page Twenty-five)

Morrison's men is definitely an achievement of which to be proud!

Curlers will enjoy the large sitting room overlooking the five sheets of ice. There are also spacious locker rooms for men and women curlers, and a snow-white kitchen with a new frigidaire.

The men's locker room also overlooks the ice and adjoining it is a snackbar. Truly a fine curling home for our 132 rinks—where good sportsmanship and gentlemanly curling will always be encouraged!

ELEVATOR UPS AND DOWNS

By A. Reese

Sue Yarosloski received a lovely pair of earrings from the girls when she transferred recently to the telephone department.

Doris Line also left us this past month to resume school teaching. Good luck, Sue and Doris.

Shirley Gibbs is in hospital and Ethel Myrdal is at home with the measles. Hope you will both be well enough to enjoy your Christmas dinner!

Dan Cupid again visited our department. Irene Caldwell and Flora Mason received beautiful diamonds this month. Best wishes, girls!

Elva Thompson and Wanda Storey are with us again. We're certainly glad to have them back.

The girls wish to extend a hearty thank-you to the Company and to the display department for the lovely Christmas decorations which arrived in our dressing room for the Christmas season.

We wish to extend our sincere sympathy to Mr. and Mrs. Dave Cassey and family in their recent sad bereavement.



BASEMENT "BLUES"



The Al Jolson act you see here is being interpreted by Bill (fancy goods) Boston in his basement rumpus room. Where did we get the picture? That, Bill, is a dark secret!

BASEMENT STORE

Foodateria News—Two girls from the foodateria were November brides, Misses Betty Smeall and Ruby Salter. Betty left to be married November 13 at St. John's Anglican Church to Dan Plouffe. Before she left, she was pre-

sented with blankets and linens by the department. Betty's co-workers have a question to ask her as soon as she drops in to see them. They want to know if it was just a coincidence she was married on Sadie Hawkins' Day.

Ruby was married November 20 to Jack Des Jarlais, and before she left, Mr. A. Carr, first assistant, presented her with a beautiful mirror and table lamp on behalf of the staff.

* * *

MAIN FLOOR

A breakfast party was held by the staff of men's socks on November 17 in honor of Miss Margaret Grant, who was married November 20 at St. Jude's Anglican Church to Petty Officer Frank Body, R.C.N. (see picture on brides' page). Miss Grant, who had been with the department eight years, was presented with a beautiful coffee table at the party by Mr. Tom Humphreys, head of department, on behalf of the staff. We wish you every happiness, Margaret.

June Herring (handbags) is back to work after being sick for some time. We're glad to see you around again, June.

Miss May Broughton (jewelry) has now left the hospital and is convalescing at home. We hope she will be well enough to return to work soon, as we miss her.

* * *

SECOND FLOOR

Those girls in the dress goods have done it again! Another of their members is wearing—yes, you guessed it—a diamond. Miss Lois Burnell of the office staff is the girl in question, and the lucky young man is Mr. Rickey Simms, an Arts student at Wesley College. Best wishes to both of you. * * *

THIRD FLOOR

A group of girls from 1100 department gathered at the home of Miss Beth McGregor on November 17 to hold a shower for Miss Fay Ried of the salad counter, who was married in the manse of Grace Church on November 27. (See picture on brides' page.) Fay was presented with a table lamp from her assembled friends and wished every happiness in the world in her new role as Mrs. Thomas Patterson.

MISS BARBARA BAKER RETIRES

After 32 years' service with the Company, all spent in the women's alterations, Miss Barbara Baker retired on Wednesday, November 17. Before leaving, members of her department held a dinner for her on November 16 at the St. Regis Hotel, with 34 of the staff present.

During the evening, Mr. J. A. Ferguson, supervisor, on behalf of the staff, presented Barbara with a beautiful silver tea service. He spoke highly of Miss Baker as a very faithful worker, and an obliging, pleasant person who is well-liked by her associates.

The following day, Miss Baker was also honored by the staff in women's dresses when they gave her a silver tray, Mr. Ferguson making the presentation. When Barbara left, a host of good wishes went with her. She will be greatly missed by all in the department.





LILLIAN WARD IS A DECEMBER BRIDE

Miss Lillian Ward, pictured above, (lingerie office staff) left November 26 to become Mrs. E. J. Smith.

Lil was presented with a lovely gift of blankets and sheets from the department before leaving, and her desk showed evidence of many other gifts, too, from friends and admirers around the store.

The big day was December 17 and the wedding took place in Seattle, Wash. Mr. and Mrs. Smith spent their honeymoon in California. Good luck, Lil and Eric.

* * *

THIRD FLOOR

A jolly party was held by the girls in the meat department at the home of Mrs. L. Shorter on Wednesday, December 1, in honor of Mrs. N. Sharp who left recently to be married on December 11. Sixteen friends were present and Mrs. Sharp was presented with a lovely pair of figurines from her associates.

* * *

EIGHTH FLOOR

At store closing on November 19, the girls in the sales audit and C.O.D. offices gathered to say good-bye to Miss Anna Neilson who was leaving to be married December 4 to Bruce Dickie at King Memorial Church. Mr. F. J. Scott, first assistant, presented her with a lovely gift of linens, on behalf of the girls, with a wish for every happiness!

A luncheon in the grill room honoring Miss Ellen Lennox (city advertising) was held by the girls in the department on November 26, before she left to be married to Eric Watt in Greenwood United Church on December 4. Ellen was presented with a silver candy dish from the girls. Best wishes for a happy future, Ellen!

If anyone is wondering why Jean Hunt (city advertising) has a particularly radiant smile these days, all they have to do is glance at her third finger, left hand, to know the reason. Jean is another of the "happy diamond" girls. The lucky boy is William McDonald of Winnipeg, who is an agricultural student at the University of Manitoba.

* * *

BILL CLAY HOLDS PERFECT CRIB HAND!

Playing at noontime recently in the drivers' smoke room, Bill Clay (engineers) held a perfect crib hand. He was dealt three fives and the jack of clubs. The five of clubs was turned up which gave him a perfect 29 count!

His partner was Stan Drabko and they were opposed by Jim Black and George Bowering.

This was Bill's first perfect hand, and it was quite a thrill!



DRAPERY BOYS HOLD STAG FOR JACK MCGREGOR

The home of Mr. Frank Page was the setting for a stag party recently when 40 men from the draperies department and workroom gathered to say good-bye to Jack McGregor, who has been transferred to Eaton's in Calgary, Alta., as first assistant of the draperies and paint department.

Jack, who was with the Winnipeg store for 10 years, began in the elevator department but was soon transferred to draperies. During the evening, Mr. McGregor was presented with a handsome trunk by his associates, Mr. H. W. Cooper, supervisor, acting for the boys. The party was arranged by Roy Bader.

Jack will be missed in the draperies but his associates don't think they have seen the last of him yet. He is planning to return for one of the girls in the 267 office, Miss Audrey Kubik, who will become his wife as soon as he can get a place for her to live in Calgary. Does anyone know anybody in Calgary?

Right Picture—Jack (at left) receives the best wishes of his supervisor, Mr. H. W. Cooper.

* * *

"MUSIC HATH CHARMS..."

Takes a lot of hard practice to become a good violinist and here we see Dennis, 10, and brother Norman, 12, in the throes of practice period. Sons of Mr. Jack Newell, barber on the beauty shop's staff, Dennis and Norman are attending the Canadian Institute of Music.

Mother was Florence Bryson, formerly of the mail order. "Wonder what time it is?" muses Dennis, the younger—but Norman bows sturdily on. Best of luck, boys, and keep practicing!





"HERE COMES THE BRIDE"

Lillian Cormier (fifth floor girls' millinery) was married to William Henderson on November 15 in the manse of John Black Church. Before she left, friends around the fifth floor gathered to honor Lillian and present her with a lovely table lamp. She also received a handsome mantelpiece mirror from the fourth floor millinery staff.

Seen in the above picture, from left to right, are the fifth floor girls just following the presentation of the lamp. Back row: Joyce Moffatt, M. Wallbank, Helen Symonds, A. Saunderson, Hazel Cooper and "Dot" Poulton. Front row: L. Wilson, E. Petty, F. Kellett, Netti McPherson, Irene Skagfeld, Edie Quinn, Gwen Clark. Seated in the centre of the picture, wearing a corsage, is the honor guest.

HI THERE, OLD-TIMER!



Letters reached Contacts recently from two Eaton old-timers—now gentlemen in retirement.

John Thomson (pictured above), for many years custodian of the custom tailoring—"mecca of those who like to be sartorially impeccable"—and that pocket dynamo, **Bob Hutton**, former assistant, sales audit. Now residing in St. Catharines, John Thomson writes in part:

"I am still growing gladioli and had a fine show of between 6,000 and 7,000 plants. Please say hello for me to my old friends in Winnipeg store."

Writing from his "ranch" in Lynn Creek, B.C., Bob Hutton tells of meeting Mr. Galbreath (who recently was appointed to Eaton's, Vancouver) while visiting at a friend's house. Bob always did a nice job of descriptive writing. Referring to his "vacation" in Winnipeg last summer, he says:

"My one regret is that there were dozens of my former associates that I was unable to meet; but, thanks to Contacts, I eventually meet

up with them in the pages of that 'Book-of-the-Month' and share with them their joys and sorrows. . . .

"And now, the curtain has fallen, our brief period in the spotlight is over and those rose-tinted pages are filed away in my book of memories. Life has once again become days filled with such chores as picking apples, raking lawns and leaning over the fence talking to a neighbor."

Picking apples, eh? Not hard to take at that. Drop in again, you two.—Ed.

THIRTIETH ANNIVERSARIES

(Continued from Page Twenty)

Mr. Fred Shaw (tea and coffee blending)—December 2.

Mr. Charles Sharman (mail order hardware)—December 2.

Miss Lily Greenberg (mail order copying)—December 4.

Mr. Alfred Wallis (supervisor, radios and music)—December 4.

Mr. Thomas Bennett (jewelry)—December 5.

Miss Doris Turner (Edmonton general office)—December 10.

Mr. Walter Bell (first assistant, mail order copying)—December 17.

LATE DISPATCHES

Our deepest sympathy to Miss Marie Zapp (books) on the loss of her father.

Sorry to note that Miss Dorothy Robinson (magazines) has been on the sick list for some time.

Congratulations, Mr. W. King, on being the "high" man on a certain bowling evening.

Miss Freda Thorkelson (books) was married December 14. Prior to her leaving, Miss M. Preston presented her with a gift and our best wishes for the future.



SEEN AND HEARD IN THE MAIL ORDER



Anniversary Salute to Mr. Jim Johnston

Officially he's Mr. James Johnston, supervisor of mail order operating—a man whose broad shoulders carry heavy responsibilities. To thousands of Eatonians, however, he's "Jim"—Jim in the same sense that Eisenhower is "Ike." A man of giant stature, in his football and hockey days Jim was reckoned a tough hombre to tackle. Today he plays golf—but there's still a tough, well-conditioned look about our hero that belies his 40 strenuous years with Eaton's.

Jim grew up with the mail order and knows it like the back of his hand. He is alert, quick-spoken, forceful. When Jim comes "on deck" he knows how to command, how to get the work done—and pronto! And yet, behind it all, his big-hearted friendliness inspires loyalty from those under his direction.

On Tuesday, November 23, Mr. Johnston celebrated his 40th anniversary with the Company and elsewhere in this issue are tributes paid him by the management of both store and mail order.

Honors were also paid him by the mail order operating staff who presented their chief with a set of "posh looking" pipes for that quiet, reflective smoke a man enjoys in his evening hours. Lovely gifts, too, were a table lamp and an accompanying table from associates in the mail order. There were also gifts of roses and chrysanthemums for Mrs. Johnston.

Another gesture that warmed Jim's heart was a token from five old friends in the mail order at Toronto—Messrs. Tom Darling, J. Vernon, C. Ayling, N. Palen and H. M. Douglas. These gentlemen had themselves photographed drinking a toast. In the background of the picture was an enlarged photograph of Jim. The caption read "To our friend, Jim Johnston." This expression of friendly esteem for Jim Johnston will be echoed in sentiment by countless Eatonians across the Company's network.



WAITING FOR SANTA!

All smiles for Santa Claus is two and a half-year-old Kenneth Page who is a nephew of Stephanie Mudry of the box and bag factory.

By D. Hunt

The staff of department 116 extend the sympathy to Mary Ozohan on the passing of her mother on November 22.

Best wishes to Gladys "Blimey" Cox (116 copying), who received a beautiful diamond. The lucky fellow is George Young, T.C.A.

THE WINDOW THAT BECAME A CHRISTMAS CARD

It sometimes takes a while for things to come to light and that is the case of the Eaton window display that became the central motif for a Christmas card.

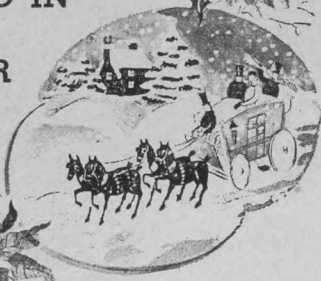
Impressed with the Christmas window features of last year which depicted the poem, "Twas the Night Before Christmas," the policeman on the beat, Constable J. Granby, photographed one of the windows from the street and had the scene made into a Christmas card as his holiday greeting to his friends! (See picture at right.)



Merry
Christmas

CONTACTS

SEEN AND HEARD IN MAIL ORDER



FIFTH FLOOR

Congratulations, Mr. Robert (Bob) Roulston, on your 30th anniversary with the Company, all this time spent in 12 mail order (drugs).

Mr. Green, with a few well-worded remarks on behalf of the staff, presented Bob with a set of pipes.

Last month's issue of Contacts mentioned your marriage. This month the news is as above. What will it be next month, Bob?

Mr. and Mrs. Ken Mitchell are the proud parents of a son born on November 8. The baby has been named David Lindsay. Congratulations, Ken and Margaret.

A wedding scheduled for the Christmas season is that of Frank Maire and Robina Matthewman. It took place in Broadway-First Baptist Church on December 17. We extend best wishes to Frank and Robina.

Mrs. Georgina Amy who has been in the department since last April, left on Saturday, December 11. Good luck, Georgina.

* * *

SEVENTH FLOOR

By M. Pariseau and J. Johnston

Departments W10, W11, W46: Rose Zucken is wearing one of those diamond smiles because she is a new member of the "third finger, left hand" club. The lucky man is Jack Lapuk of Teulon, Man. Congratulations to you both.

The staff of departments 3 and 4 send best wishes for a quick recovery to Bill Taylor, who is at present in St. Boniface Hospital. Hurry and get well for Christmas, Bill—and remember, your bowlers need you, too!

Glad to see Mrs. Pauline Smith back again after an attack of pneumonia. We missed your happy smile, Smitty!

* * *

EIGHTH FLOOR

By M. Ewing and J. Baynes

Mail order advertising: Glad to see Winnie Smith back to work after being ill for a few weeks.

Thirty-Two

Hope to see Mr. Evan Owen back with us soon. We miss you, Evan!

We hear Clara Greenwood has joined the ranks of the "broom-pushers" — we mean curlers.

Who is your barber, Willie? Us gals would like to have a "feather" cut.

The sincerest sympathy of departments 118 and 118A was extended to Lorne Jackson and family on the loss of a beloved wife and mother, November 27.

It was good to have Helen Roome (118) back with us again after her long illness. Welcome home, Helen.

The latest reports of Mr. Merritt's son, Bert, are that he is doing fine, which we are all glad to know.

By B. Stevens

Mail Order Cash: Congratulations to Mr. and Mrs. McCormick (nee Isabel Johnston) on the birth of a son, David Richard.

Violet Ross left the department on December 8 to be married to Eddy Flores of Los Angeles. Before leaving, Violet was the recipient of a yellow chenille bedspread and mauve bed-throw. The department wish them every happiness.

We are sorry to report that Margaret Wheeler is on the sick list. We wish her a speedy recovery and hope she will be back soon.

* * *

NINTH FLOOR

By May Scott

Department W1, mail order hosiery: Reports are very favorable regarding Miss Ray Patching's health. She is getting around under her own power and going for short walks. Keep your chin up, Ray, and be sure and do as the doctor orders. Hope to see you back real spon.

Box and Bag Factory

We wish to extend the deepest sympathy to Mrs. M. Palmer in the loss of her father who passed away on November 19.

It's a happy time for Mary Thomas right now, and not just because Christmas is coming. She is sporting a lovely diamond on her third finger, left hand, and the man who put it there is Edward Jones.

By Dorothy Dee

Men's furnishings: We welcome Mr. L. Cleve, head of department, back from his recent European trip. He reports an enjoyable crossing even though the return voyage was a little on the rough side. We hear he especially liked the beauties of Scotland—we mean the highlands, of course.

Our very best wishes to Mrs. R. Hiley (Helene), a former member of our staff, who left last month to join Mr. Hiley in Georgetown, British Guiana, South America, where they will reside in future.

May we take this opportunity of extending the Season's Greetings to all our staff.



"And So They Were Married"



"Ring out, wild bells, to the wild sky,
Ring out the old, ring in the new,
Ring, happy bells, across the snow . . ."

—Tennyson

Christmas bells are ringing out for everyone, heralding this glad season of the year. And just to add to the general spirit of the occasion, ten feminine and one masculine Eatonian rang a few bells of their own—wedding bells. We don't have to wish them happiness . . . we can tell by their smiling faces they already have a full measure!

Top Row—Left: Dolores Smith (mail order drugs) became Mrs. Robert Green at Norwood United Church on October 30. Centre left: A November 20 bride, Miss Marion Doherty (mail order packing) married Charles Bevan at Old St. Andrew's Church. Centre right: Mrs. Thomas Patterson was married November 27 in the manse of Grace Church and was formerly Miss Fay Ried (third floor salad counter). Right: Miss Joyce Matthews (mail order correspondence) was married November 15 in Broadway Baptist Church to Jack Paldock.

Centre Row—Left: Mary Kologiniski (mailing list) was a bride of November 27 when she married Nick Kazubniak at St. Andrew's Greek Church. Centre left: Seen in the light dress at the left of the picture is Miss Olive Shack (mailing list), who became Mrs. Fred Campbell, November 20, at St. Giles Church. Centre right: In the centre, front row of picture, is Miss Isobel Sturton (mailing list), who became Mrs. Bill Mitchell, November 6, at Knox Church. Right: Pictured are Mr. and Mrs. M. Cyluck on their wedding day following the marriage ceremony which took place at St. John's United Church. Mr. Cyluck is one of Eaton's drivers.

(Continued on Page Thirty-Five)

Thirty-Three



High Jinks at Lakehead!

Port Arthur and Fort William Eatonians Have Gala Time at Annual Dance

More than 250 employees of the Port Arthur store, and foodateria, Fort William, held their annual dance, Tuesday, November-10, in the new Legion Hall. (See pictures on facing page.)

Our 1948 party was considered one of the gayest and most successful in years and, as the pictures verify, everyone had a good time.

The hall was decorated in our colors, blue and white, with streamers and colored lights—thanks to Wilf Brown (display).

The evening commenced with a grand march led by Mr. J. A. Snowden, manager of the Port Arthur store, and Mrs. Snowden. Paul Joneses and spot dances added to the fun. A door prize was won by Ray Harris.

Refreshments were served by the Ladies' Auxiliary of the Canadian Legion.

The committee in charge of the dance consisted of: Bert McDowell, chairman; Miss H. Weryho, Miss B. Ostenrud, Miss M. Yagnach, C. Bennett, W. Brown, H. Davidson, G. Rudd, B. Stamp, T. Odell and H. Adderly.

EATON SALES CHECK 46 YEARS OLD!

BOUGHT OF **T. EATON CO. LIMITED** AMT. PAID **1.80**
 5 MAIN ENTRANCE - 190 YONGE STREET
 TORONTO, CANADA
 Address **510 High Park**
 SALES NO. **18** DEPT **D3** **089020**
 QUANTITY DESCRIPTION OF GOODS PRICE C.
 1 Book 79
 JULY 17 1902
 T. EATON CO. LIMITED
 GOODS NOT EXCHANGED WITHOUT THIS BILL

Where were you on July 17, 1902? Chances are most of our readers were yet unborn. Reproduced here is a sales check for a stamp album bought at Eaton's one summer day long ago—or three years to a day before Winnipeg store opened.

This check was sent to Contacts by Miss M. McConnell, formerly of Winnipeg store, now with our Port Arthur branch.

While visiting her brother, Dr. L. H. McConnell, at Saskatoon this summer, Miss McConnell was looking through his large and valuable stamp collection. The doctor then showed her his first little stamp album purchased at Eaton's, Toronto, when he was a boy. And there, still attached to the modest boyhood album, was the sales slip—now yellowed with age, but still intact! One for the archives!

"AND SO THEY WERE MARRIED"

(Continued from Page Thirty-Three)

Bottom Row—Left: Miss Elizabeth Delva was married November 27 at St. Edward's Church to Mr. C. Demeullermeister. Centre: The smiling girl is Miss Margaret Grant, who has been with the men's socks for the past eight years. She became the bride of Petty Officer Frank Body, R.C.N., November 20, at St. Jude's Anglican Church. Right: At a private wedding, Miss Doris Fox (mail order drugs) became Mrs. Harold Hoskings on November 13.

NICE CATCH, FELLAS!

Real fisherman's luck was enjoyed some weeks ago when Port Arthur Eatonians Ab Holt, Tim Odell and Al Thompson (department 253) were fishing at Polly Lake in the vicinity of Nipigon. They got a catch of 17 pickerel on the trip.

Tim, formerly of Winnipeg store, looks very happy about the whole thing!



Left to right: A. Thompson, Ab Holt and Tim Odell.

"IT'S CLOSING TIME!"

We're happy to say that things like this don't happen at Eaton's.





CONTACTS

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No. 12

Editor: W. E. C. HURLBURT
City Advertising

M.H.S.A. Announces Changes and Benefits

Due to the fact that since October, 1946, hospital costs have increased 31%, it has been obvious for some time that the present rates, under which this service is provided, would have to be increased. The trustees of **Manitoba Hospital Service Association** are gratified that they have been able to keep this increase down to the very minimum—having in mind maintaining the plan on a sound basis.

Effective January 1, 1949, new hospitalization cards will be issued all subscribers. The new monthly rates are as follows:

	Low Cost	Semi- Private
Single subscriber	\$.85	\$1.10
Family, including wife and unmarried children under 18 years of age....	\$1.75	\$2.40

There is an increase in room allowance on the new contract. The new Semi-Private Contract provides semi-private accommodation, irrespective of the hospital's charge for the

bed available. If a private room is desired there will be an allowance of \$5.00 a day toward the cost of the room.

The new Low-Cost Contract provides an allowance of \$3.50 on the room charge irrespective of the accommodation the subscriber chooses.

Several inquiries have been received regarding maternity benefits. After you have been enrolled under a family contract for 12 months, your Blue Cross will pay \$6.00 a day—Semi-Private Contract (\$4.50 a day—Low-Cost Contract) for 10 days' maternity care. This does not apply to maternity complications. These will be considered an illness for which the usual contract days and benefits will be available.

Under present-day conditions your Blue Cross is **WORTH MORE NOW.**

The new benefit folders (and application cards) may be obtained in your department.

Coming Events . . .

TUESDAY, JANUARY 4—

Sponsors' Banquet will be held at the Fort Garry Hotel on Tuesday night, January 4. Keep this night of gladness open, you gals and guys who have done such a noble job of sponsoring the new staff during a strenuous Christmas shopping season!

* * *

HAVE YOU A HOBBY?

To quote from the Life of Sir William Osler:

"No man is really happy or safe without a hobby, and it makes precious little difference what the outside interest may be—botany, beetles or butterflies; roses, tulips or irises; fishing, mountaineering or antiquities—anything will do so long as he straddles a hobby and rides it hard."

An **Exhibition of Hobbies** is being planned for an early date in the New Year. This is to let you know so you can get that what-not ready you've been working on in your basement workshop—start fattening those tropical fish or pasting up your stamp album.

* * *

THE LAST WORD—There's still time to get your gift on the Canadian Legion Christmas tree! All gifts will be distributed on Christmas morning to the various hospitals in Greater Winnipeg. Acknowledgment cards will be sent to all contributing gifts. What lovelier way to say "Merry Christmas" to the veterans who have done so much for us!



In Memoriam

**We Extend Our Deepest Sympathy To the Following Eatonians
Whose Christmas Season Will Be Saddened By the
Loss of Someone Dear To Them:**

In the Loss of a Mother

MISS J. RUDY (mail order copying)
MR. S. H. WILLIAMS (notions)
MISS M. OZAHAN (mail order copying)
MR. J. COX (customers' decorating)
MR. W. L. JACKSON (mail order claims)
MRS. A. NOONAN (service groceries)
MISS N. BAILEY (mail order exchange)
MRS. BALL (candy factory)
MR. A. BANMAN (mail order auditing)

In the Loss of a Sister

MRS. E. SMITH (service groceries)
MR. N. PRICE (furniture)
MISS C. COLLIER (head cashier's office)
MRS. D. McLEAN (100D)

In the Loss of a Daughter

MR. N. COWLEY (made-to-measure shop)
MR. D. CASSIE (elevators)

In the Loss of a Father

MRS. R. BADER (sales office)
MRS. J. DANDRIDGE (mail order cash office)
MRS. M. PALMER (box and bag factory)
MISS R. GREGOR (service groceries)
MISS M. ZAPP (books and stationery)
MISS G. PEARCE (mail order auditing)
MISS G. EDGAR (100)
MRS. M. SCOTT (mail order exchange)
MR. D. KENDRICK (butter and egg storage)
MR. G. NOKES (customers' decorating)
MR. J. McKAY (watch repairing)

In the Loss of a Brother

MRS. K. SINKBEIL (budget plan office)
MRS. E. WILSON (men's shoes)

In the Loss of Her Husband

MRS. E. DRIVER (mail order auditing)

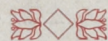
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These starry-eyed "bandits" will steal your heart and blow a hole right through your Christmas pocket book without batting a beautiful eyelash! Just now they're waiting for Santa Claus swag.



A random few from our big family of future Eatonians, they're the pride and joy of daddies and grand-daddies on Winnipeg staff.